Maggie Lu

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EDUCATION

New York University, Tisch School of the Arts, Tandon School of Engineering — **New York, NY**
Bachelor of Fine Arts in Interactive Media Art, Minor in Technology, Management, and Design — *August 2024–May 2028*
- **GPA:** 3.95/4.0 | **Relevant Coursework**: Fundamentals of Tech Product Management, Creative Computing
- **Honors**: NYU Product Management Club, Entrepreneurial Exchange Group, Figma@NYU, Tech@NYU, AdobeNYU

Memorial Senior High School — **Houston, TX**
High School Diploma — *August 2020–May 2024*
- **GPA:** 5.9/6.0 | **Activities**: PwC Junior Achievement (Founder & COO), National Art Honor Society (Treasurer)

PROFESSIONAL EXPERIENCE

Product Management Intern — **Sep 2026 – Present**
Aspect (YC W25) — *New York, NY*
- Achieved 95% search accuracy across 1K+ assets by productizing AI object and person recognition into 20+ workflows
- Identified 16+ bugs and UX issues across 500+ PostHog sessions, partnering with engineers to diagnose and ship fixes
- Developed and led 10+ MCP automation demos for clients, translating customer needs into product roadmap priorities

Product Management Intern, Digital Assets — **June 2026 – Aug 2026**
Bank of New York Mellon — *New York, NY*
- Redesigned client onboarding for Digital Asset Custody product, eliminating a manual, undocumented 47-week process
- Led 15+ cross-functional stakeholder interviews across Legal, Risk, Ops, and Engineering, uncovering 7 key bottlenecks
- Architected an internal dashboard for real-time client onboarding visibility, greenlit by Engineering for deployment

Founder, CEO — **December 2025 – May 2026**
Artemis — *New York, NY*
- Engineered Artemis, an iOS women's safety app in Swift/Xcode with 3+ real-time location and live video-stream APIs
- Cut emergency alert latency to under 3 seconds through 50+ user tests of one-tap alert, video, and auto-texting
- Drove 2K+ impressions in 2 weeks by showcasing Artemis at Let's Vision 2026, an Apple Developer conference in China

LEADERSHIP

President — **May 2026 – Present**
NYU Product Management Club — *New York, NY*
- Spearheaded two national product hackathons per semester, engaging 500+ participants from top schools in the US
- Manage 20+ E-board members and 12+ events per semester, driving engagement across a 2,000+ member community
- Secured $12K–$15K in sponsorships with PitchBook, 28 Ventures, BrainStation, and Ditto to support prizes/workshops

PROJECTS

Desert | *NYU Product Management Case Competition (1 of 500)*
- Led production of Desert, a gamified cybersecurity app, identifying user needs and prioritizing MVP features
- Lead UI/UX designer, built Figma prototypes and slide deck in 12+ hours, iterating from user research to improve UX
- Achieved 1st place out of 50+ teams, pitching to product managers from Google, Amazon, Pitchbook, and Microsoft

Mediheal | *Tech@NYU HofHacks Hackathon (6 of 86)*
- Developed MediHeal, a smart medical bill scanner translating billing jargon into plain language for patient transparency
- Created a solution combining UI, patient dashboards, and workflow guidance to address healthcare billing pain points
- Designed and iterated interactive Figma prototypes, collaborating with engineers and refining UX through user feedback

SKILLS, ACTIVITIES & INTERESTS

Languages: English (Native), Mandarin (Native), Spanish (Intermediate), Korean (Intermediate)
Technical Skills: HTML/CSS, JavaScript, Swift, SwiftUI, React, Git, Cursor, Vercel, Tableau
Product/Design: Jira, Notion, Confluence, Figma, PitchBook, Adobe Suite, UI/UX, User Research, Agile/Scrum
Interests: Bouldering, Farmer's Markets, Film Photography, Swedish Candy, Pickleball, Museum Hopping, Running